



About First 5 F.A.N. Club Partners



El Clasificado

El Clasificado is a weekly Spanish-language publication in Southern California that has served the Latino community for 19 years, providing informative editorial coverage and organizing multiple events throughout the year that cater to the needs and wants of its readers. As a First 5 F.A.N. Club partner, *El Clasificado* regularly publishes First 5 California editorial content covering topics from the *Kit for New Parents* to tips on how to prepare children for kindergarten.



Hobee's California Restaurants

Hobee's California Restaurants have been in operation for 35 years as a family-owned, health-conscious restaurant chain providing a healthy menu. Hobee's California Restaurants feature family lounges, indoor play areas and PTA Nights. Thanks to the partnership, 1,600 First 5 F.A.N. Club placemats and crowns were distributed to customers during spring 2007 on Wednesday nights, when kids ate for free. Additionally, the English- and Spanish-language *Kit for New Parents* were displayed at eight Hobee's locations.



Mi Vida-My Life

Mi Vida-My Life is a company committed to producing quality healthy foods without compromising the taste that consumers expect. Mi Vida-My Life has a variety of food products containing low fat/no cholesterol, no saturated fat, low sodium, no sugar and more protein. Mi Vida-My Life distributed the *Kit for New Parents* and childhood obesity prevention flyers at its Lynwood, Calif. location during fall 2007.



Westfield

Westfield is one of the largest shopping center owners in the United States. Amenities for young families include family lounges, indoor play areas, Kids Clubs, story time and “expectant parking” for soon-to-be mothers, among others. Westfield shopping malls throughout the state delivered childhood obesity prevention messages from winter 2007 through spring 2008. The partnership provided branding, message placement and collateral distribution.



Dr. Fresh

Dr. Fresh is a California-based manufacturer of children’s toothbrushes. The company is redefining oral care through innovation, new technology, higher quality standards and lower prices. Dr. Fresh provided First 5 California with free toothbrushes and coupons to use as giveaways during the spring 2008 Hands-on Health mobile outreach tour.

Thanks to Dr. Fresh, every family that visited the exhibit received a free Dr. Fresh FireFly toothbrush, which has a built-in flashing light to encourage children to brush their teeth for the dentist-recommended length of time.

For additional information about the First 5 F.A.N. Club and collaboration opportunities benefiting your company, please contact Jamiann Collins-Lopez at (916) 263-1042. We look forward to working together with your organization to inspire health change in California!